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Title:

Speech at the Official Opening of the Premises of Coventry Motors, South Road,
Edwardstown

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SPEECH BY THE PREMIER, DON DUNSTAN, AT THE OFFICIAL OPENING
OF THE PREMISES OF COVENTRY MOTORS, SOUTH ROAD, EDWARDSTOWN.

I AM DELIGHTED TO HAVE THIS OPPORTUNITY TODAY TO PERFORM A TWOFOLD FUNCTION - THE OFFICIAL OPENING CEREMONY OF THESE NEWLY ACQUIRED PREMISES OF COVENTRY MOTORS, AND ALSO TO UNVEIL THE NEW MODEL "HOLDEN" CAR.

SUCCESS IN MANUFACTURING INDUSTRY CAN ONLY BE ACHIEVED WHEN PROPER ATTENTION IS PAID TO MARKETING OF THE PRODUCTS MANUFACTURED. IT IS NOT ENOUGH IF A FACTORY PRODUCING THE GOODS IS OPERATING EFFICIENTLY. THERE MUST BE ADEQUATE SUPPORT IN THE MARKETING FIELDS AND THESE PREMISES PRESENT VERY SATISFACTORY FACILITIES FOR COVENTRY MOTORS, AS AN AUTHORISED GENERAL MOTORS-HOLDENS DEALER TO DISPLAY AND PRESENT TO THE PUBLIC THE G.M.H. PRODUCTS. IN THE PURCHASE OF A COMMODITY OF THE VALUE OF A MOTOR CAR, THE GENERAL PUBLIC QUITE PROPERLY

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EXPECT TO HAVE AN OPPORTUNITY NOT ONLY TO SEE THE ARTICLE THEY ARE PROPOSING TO PURCHASE BUT ALSO TO EXAMINE AND TEST IT TO THEIR SATISFACTION. THESE PREMISES ON WHICH MR. GRIGUOL HAS JUST INFORMED US HIS COMPANY HAS INVESTED \$4M. PROVIDE ADEQUATE AND SUITABLE FACILITIES FOR THE REQUIREMENTS OF THE PUBLIC I HAVE MENTIONED.

AT THIS POINT OF TIME, I WOULD LIKE TO EXTEND CONGRATULATIONS FROM EVERYONE ASSEMBLED HERE TO MR. GRIGUOL AND ALSO TO HIS PARENTS AND I AM VERY PLEASED TO KNOW THAT THEY ARE HERE TODAY. THE SUCCESS OF COVENTRY MOTORS AND THE EVIDENCE THIS BUILDING PROVIDES, DEMONSTRATES A GREAT ACHIEVEMENT SINCE THEY CAME TO THIS COUNTRY AND COMMENCED ACTIVITY SOME 45 YEARS AGO.

THE AUTOMOTIVE INDUSTRY PLAYS A VERY IMPORTANT PART IN

SOUTH AUSTRALIA'S ECONOMY. IN FACT THE AUTOMOTIVE INDUSTRY FORMS THE BASE OF SECONDARY INDUSTRY IN THE STATE. IN ORDER TO CONTINUE TO DEVELOP THE STATE AS WE WOULD ALL WISH IT TO PROGRESS, THE GOVERNMENT PROPOSES TO DO ALL WITHIN ITS POWER TO ENCOURAGE THE EXPORT OF PRODUCTS FROM SOUTH AUSTRALIA TO OVERSEAS COUNTRIES. WE PROPOSE TO APPOINT AGENTS REPRESENTING THE GOVERNMENT IN VARIOUS STRATEGIC AREAS ABROAD TO ENDEAVOUR TO PROMOTE MARKETS FOR SOUTH AUSTRALIAN PRODUCTS AS WELL AS TO ATTRACT INVESTMENT FROM ABROAD IN THE ESTABLISHMENT OF NEW ENTERPRISES WITHIN THE STATE. HOWEVER, SUCCESS IN THE EXPORT FIELD CANNOT BE ACHIEVED WITH GOVERNMENT EFFORT ALONE. IN THIS CONNECTION, I AM PLEASED TO RECORD THE SATISFACTION WHICH I, AS MINISTER OF DEVELOPMENT, DERIVE FROM THE EFFORTS OF GENERAL MOTORS-HOLDENS IN PURSUING SO STRONGLY EXPORT MARKETS FOR PRODUCTION FROM SOUTH AUSTRALIA. G.M.H. NOW EXPORT TO 71

COUNTRIES IN THE WORLD AND AT THE PRESENT TIME, NO LESS THAN 100 CAR SETS ARE BEING EXPORTED OVERSEAS FROM THE WOODVILLE PLANT IN SOUTH AUSTRALIA. IN THE FIRST SIX MONTHS OF 1970 THE COMPANY EXPORTED FROM AUSTRALIA \$18.5M. WORTH OF GOODS, THE MAJORITY OF WHICH WERE PRODUCED FROM ITS PLANTS IN SOUTH AUSTRALIA. THIS IS AN INCREASE OF NO LESS THAN 77% OVER THE CORRESPONDING FIGURES FOR THE FIRST SIX MONTHS OF LAST YEAR. I AM INFORMED THAT THIS MONTH THE FIRST "TORANA" VEHICLES HAVE BEEN EXPORTED FROM SOUTH AUSTRALIA. I AM SURE THEY WILL NOT BE THE LAST AND THAT THIS MODEL WILL BE READILY APPRECIATED AND SOUGHT IN MANY MARKETS OF THE WORLD. THE TRIMATIC PLANT AT WOODVILLE, WHICH WAS OPENED THIS YEAR, IS WORKING ON A \$6M. EXPORT ORDER. THESE FIGURES INDICATE THE RECOGNITION OF THE COMPANY OF THE IMPORTANCE OF EXPORT MARKETS AND I COMMEND THEM FOR THEIR EFFORTS AND ASSURE THEM OF THE SOUTH AUSTRALIAN

GOVERNMENT'S SUPPORT IN EVERY WAY POSSIBLE TO INCREASE THE VOLUME OF EXPORTS AND IN SO DOING PROVIDE ADDITIONAL EMPLOYMENT AND PROSPERITY FOR SOUTH AUSTRALIA AND ITS CITIZENS.

IT IS WITH VERY GREAT PLEASURE THAT I DECLARE THESE PREMISES OFFICIALLY OPEN AND NOW PRESENT TO YOU THE NEW MODEL BROUGHAM WHICH COMES ON TO THE MARKET TODAY.
